

In aid of Change into Action



**JEWELLERY QUARTER**  
BUSINESS IMPROVEMENT DISTRICT

# Window Trail

**CHRISTMAS 2021**

**19<sup>th</sup> Nov - 25<sup>th</sup> Dec**



Discover the magic of Christmas as you explore  
over 75 window displays.

**[jewelleryquarter.net/jq-christmas](http://jewelleryquarter.net/jq-christmas)**

# ENJOY SPECIAL OFFERS

Look out for the blue listings on the map which indicate a special offer is available.

*Terms & Conditions apply.*



11

## KENSINGTON JEWELLERY

15% off on all pendants & earrings

36

## 24 CARAT BISTRO

Free tea or coffee with every cake on weekdays

37

## ARTFULL EXPRESSION

Get 10% off in store

45

## ROOTS MARKET

A festive toast 10% off mulled wine

47

## THE CHOCOLATE QUARTER

Treat yourself with 10% off chocolates

55

## THE BORROW SHOP

Enjoy a coffee/tea & cookie for £5

68

## THE LOVE FOOD CO

Get 10% off in store

69

## TIERRA

Get a free drink with every meal or takeout

70

## THE HIVE CAFÉ AND BAKERY

Enjoy 10% off Breakfast or Lunch

76

## STANLEYS JEWELLERS

Get up to 30% off selected items in store



# Window Trail\*

Discover the Jewellery Quarter in a truly unique and festive way by following a trail of over 75 inspiring window displays.

Discover fabulous festive creations from our independent businesses, whilst admiring the beautiful and picturesque Quarter.

## SUPPORTING ROUGH SLEEPERS IN BIRMINGHAM

The trail will also take you to Birmingham's only Banksy, a mural highlighting homelessness across Birmingham. This year, our trail will be raising money for Change into Action.

Change into Action is an alternative giving scheme supporting specialist charities and street teams working to change the circumstances of rough sleepers. Every window within the trail will have a QR code that will link to our JustGiving page, allowing you to donate, if you're able to, or you can scan the code below.

In aid of



Scan to donate

Each window is numbered making it easy for you to follow the trail. Fold out this leaflet to view the map.

- |  |  |   |  |  |   |
|--|--|---|--|--|---|
| <b>01</b> <b>SONNY'S</b><br>105 Vyse St B18 6LP<br>sonnysjewellers.com<br><i>Voted UK's best jewellery team</i>  | <b>07</b> <b>THE STONE ROOM</b><br>93 Vyse St B18 6JZ<br>thestoneroomat93.co.uk<br><i>Family jewellers specialising in diamonds and gems.</i>                            | <b>12</b> <b>THE LITTLE GUITAR SHOP</b><br>82 Vyse St B18 6HA<br>thelittleguitarshop.com<br><i>Vintage guitars, amps and accessories.</i>   | <b>19</b> <b>A&amp;A JEWELLERY</b><br>34 Northampton St.<br>B18 6DX<br>aajewellery.co.uk<br><i>Bespoke jewellery store and workshop.</i> | <b>26</b> <b>MB JEWELLERS</b><br>16 Warstone Mews<br>B18 6JB<br>mbjewellers.co.uk<br><i>Family run jewellers.</i>                                  | <b>33</b> <b>THE DIAMOND CENTRE</b><br>36 Warstone Ln B18 5JQ<br>the-diamond-centre.uk<br><i>Bespoke diamond jeweller.</i>                            |
| <b>02</b> <b>HOCKLEY JEWELLERS</b><br>103-104 Vyse St B18 6LP<br>hockleyjewellers.com<br><i>Quality jewellery at affordable prices.</i>  | <b>08</b> <b>STATION GIFTS COLLECTIBLES &amp; JEWELLERY</b><br>93 Vyse St B18 6JZ<br>stationgiftsandjewellery.com<br><i>Giftware and collectables for all occasions.</i> | <b>13</b> <b>HONEY BEE HOME</b><br>Unit 1, 81 Vyse St<br>B18 6HA<br>honeybeehome.co.uk<br><i>A curated selection of homeware and gifts.</i> | <b>20</b> <b>A&amp;N JEWELLERY</b><br>32 Northampton St.<br>B18 6DX<br>aandnjewellery.co.uk<br><i>Family run jewellery business.</i>     | <b>27</b> <b>DIAMOND FACTORY</b><br>12, The Big Peg Warstone Lane B18 6NF<br>diamondsfactory.co.uk<br><i>Handcrafted bespoke jewellery.</i>        | <b>34</b> <b>ASPIRE DIAMONDS</b><br>35 Warstone Ln B18 6JQ<br>aspirediamonds.com<br><i>Diamond specialists.</i>                                       |
| <b>03</b> <b>E.A.G ENGRAVING</b><br>17 Pitsford St B18 6LJ<br>eag-engraving.co.uk<br><i>Engraving on glass, silver and more.</i>   | <b>09</b> <b>VAULT 88</b><br>89 Vyse St B18 6JZ<br>vault88.com<br><i>Handmade bespoke jewellery.</i>   | <b>14</b> <b>PDB HAIR</b><br>70 Vyse St B18 6EX<br>pdbhair.co.uk<br><i>Organic, Biodynamic and Vegan salon.</i>                             | <b>21</b> <b>SHIRLEY'S JEWELLERS</b><br>30 Northampton St.<br>B18 6DX<br>arnettcreations.co.uk<br><i>Family run jewellers.</i>           | <b>28</b> <b>JQ BID BOOTH</b><br>Big Peg, Warstone Ln B18 6NF<br>jewelleryquarter.net/jq-christmas   | <b>35</b> <b>S.P. GREEN</b><br>34 Warstone Ln B18 6JQ<br>spgreen.com<br><i>Independent family run jewellers.</i>                                      |
| <b>04</b> <b>RITZ DIAMONDS</b><br>15 Vyse St B18 6LE<br>ritzdiamonds.co.uk<br><i>Jewellers specialising in lab grown and natural diamonds</i>  | <b>10</b> <b>SUMMER &amp; SILVER</b><br>88 Vyse St B18 6JZ<br>summerandsilver.co.uk<br><i>Contemporary silver jewellery.</i>   | <b>15</b> <b>PEARL GALLERY</b><br>50 Vyse St B18 6HR<br>pearlgallery.co.uk<br><i>Pearl importers and retailers.</i>                         | <b>22</b> <b>THE PAWN SHOP</b><br>34 Augusta St. B18<br>getemfromkam.com<br><i>Sneakers, clothes and jewellery.</i>                      | <b>29</b> <b>URBAN CAFÉ</b><br>Big Peg, Warstone Ln B18 6NF<br>urbanemporiums.com<br><i>Coffee and brunches.</i>                                   | <b>36</b> <b>24 CARAT BISTRO</b><br>27 Warstone Ln B18 6JQ<br>24caratbistro.co.uk<br><i>Home-cooked English, Caribbean and international cuisine.</i> |
| <b>05</b> <b>BOND &amp; MARTIN JEWELLERS</b><br>17 Vyse St B18 6LE<br>bondandmartin.com<br><i>Jewellery design and repair.</i>   | <b>11</b> <b>KENSINGTON JEWELLERY</b><br>88 Vyse St B18 6JZ<br>kensington-jewellers.co.uk<br><i>Family run jewellery business.</i>                                       | <b>16</b> <b>WHITE RIVER DIAMONDS</b><br>42 Vyse St B18 6HF<br>whiteriverdiamonds.co.uk<br><i>Bespoke handcrafted jewellery.</i>            | <b>23</b> <b>LILY JONES FLOWERS</b><br>23 Augusta St. B18 6JA<br>lilyjonesflowers.co.uk<br><i>Creative and bespoke florist designs.</i>  | <b>30</b> <b>LUNCHI</b><br>Big Peg, 5 Warstone Ln B18 6NA<br>facebook.com/Lunchihockley/<br><i>Coffee, brunch and deli.</i>                        | <b>37</b> <b>ARTFULL EXPRESSION</b><br>23 Warstone Ln B18 6JQ<br>artfullexpression.co.uk<br><i>Showcasing locally made jewellery.</i>                 |
| <b>06</b> <b>BANKSY</b><br>90 Vyse St B18 6JZ<br>justgiving.com/fundraising/jqbid-window-trail<br><i>In 2019, Banksy painted a mural highlighting homelessness in the heart of the Jewellery Quarter. This year, we are asking people to donate where they can to Change into Action, an alternative giving scheme supporting specialist charities and street teams working to change the circumstances of rough sleepers.</i> |  | <b>17</b> <b>CAKE QUARTER</b><br>46 Vyse St B18 6HF<br>cakequarter.co.uk<br><i>Bespoke bakes for all occasions.</i>                         | <b>24</b> <b>S.P. GREEN</b><br>11 Warstone Mews<br>B18 6JE spgreen.com<br><i>Independent family run jewellers.</i>                       | <b>31</b> <b>MITCHEL &amp; CO</b><br>Big Peg, 3-4 Warstone Ln B18 6NA<br>mitchelandco.com<br><i>Family-run jeweller and specialist ring maker.</i> | <b>38</b> <b>AH! JEWELLERS</b><br>17-21 Warstone Ln B18 6HP<br>ahjewellery.co.uk<br><i>Affordable, yet quality jewellery designs.</i>                 |
|  |  | <b>18</b> <b>BAKE EVEN CAKERY</b><br>95 Spencer St B18 6DA<br>bakeevencakery.com<br><i>The home of the boozy bakes.</i>                     | <b>25</b> <b>K M TAYLOR</b><br>15 Warstone Ln B18 6JB<br>kmtaylorjewellers.co.uk<br><i>Selection of chains, bracelets and rings.</i>     | <b>32</b> <b>J&amp;M JEWELLERS</b><br>39 Warstone Ln B18 6JJ<br>Facebook @J & M Jewellers<br><i>Family run jewellers.</i>                          | <b>39</b> <b>S.P. GREEN</b><br>17-21 Warstone Ln B18 6JE<br>spgreen.com<br><i>Independent family run jewellers.</i>                                   |

Trail continued... each window is numbered making it easy for you to follow the trail.

**40 COFFEE TALES**  
17-21 Warstone Ln  
B18 6HP  
coffeetalesjq.com  
*Family business with handmade treats.*

**41 DAMASCENA**  
17-21 Warstone Ln  
B18 6HP  
damascena.co.uk  
*Your local, far-away coffee house.*

**42 DESIGNER JEWELS**  
4 Augusta St. B18 6JA  
designerjewels.uk  
*Bespoke diamond jeweller.*

**43 ANDREEA DESIGN**  
197a Warstone Ln  
B18 6JR  
andreedesign.com  
*Jewellery manufacturer, shop and workshop.*

**44 NICHE CAFÉ**  
198 Warstone Ln  
B18 6JR  
jewelleryquarter.net/  
directory/niche-cafe  
*Serving a variety of hot and cold food to eat in or take out.*

**45 ROOTS MARKET**  
199 Warstone Ln B18 6JR  
rootsmarket.co.uk  
*Restaurant and organic independent supermarket.*

**46 IN BLOOM**  
5 Spencer St B18 6DD  
inbloomflowers.co.uk  
*Beautiful bouquets.*

**47 THE CHOCOLATE QUARTER**  
1A Spencer St B18 6DD  
thechocolatequarter.com  
*Hand-made luxury chocolates.*

**48 NAILS BAB**  
18a Hall St B18 6BS  
nailsbab.com  
*Manicure and nail art specialists.*

**49 CRYSTALINK**  
35 Hall St B18 6BS  
crystalink.co.uk  
*Traditional family jewellers.*

**50 DUAL WORKS**  
23A Kenyon St B18 6AR  
dual.works  
*A creative design studio*

**51 PICKLES & CO.**  
44 Kenyon St B18 6DH  
picklesandco.com  
*Specialising in joico hair colours, balayage & hair extensions.*

**52 ROMANTIC DREAMS**  
29 Caroline St B3 1UQ  
romanticdreams.co.uk  
*Wedding dress and bridal boutique.*

**53 HAZEL & HAYDN**  
25 Caroline St B3 1UE  
hazelandhaydn.co.uk  
*Award winning boutique hair salon.*

**54 CASH AND CASH**  
Northwood St B3 1TR  
cashandcashco.com  
*Essentials for your home, life and food needs.*

**55 THE BORROW SHOP**  
Northwood St B3 1TR  
theborrowshop.co.uk  
*Coffee, cakes and borrowing items.*

**56 HARRIS GIBBS HAIR SHOP**  
82 Caroline St B3 1UP  
harrisgibbs.com  
*Unique, professional and friendly hair salon.*

**57 ARTISAN ALCHEMY**  
85 Caroline St B3 1UP  
artisan-alchemy.co.uk  
*Gallery showing designer jewellery and bespoke furniture.*

**58 HAMPTON BY HILTON**  
98-104 Constitution Hill  
B19 3JT  
bit.ly/3aNXwQc  
*Hotel with 109 rooms.*

**59 RBSA GALLERY**  
4 Brook St B3 1SA  
rbsa.org.uk  
*Artist-led charity running exhibitions, events and workshops.*

**60 ST. PAUL'S CHURCH**  
St. Paul's Square B3 1QZ  
stpaulsjq.church  
*The heart of the JQ since 1779.*

**61 THE RECTORY**  
50-54 St Paul's Square  
B3 1QS  
therectorybirmingham.co.uk  
*Traditional food with a basement cocktail bar.*

**62 SODA BREAD CAFÉ**  
63 St Paul's Square  
B3 1QS  
sodabreadcafe.com  
*Quality homemade food.*

**63 STAYCITY**  
88 Charlotte St. B3 1PW  
staycity.com/birmingham/newhall-square  
*Aparthotel with studios and apartments.*

**64 THE COFFIN WORKS**  
13-15 Fleet St B3 1JP  
coffinworks.org  
*Award winning museum of coffin furniture.*

**65 SALAD BOX**  
147 Great Charles Street  
Queensway B3 3LP  
salad-box.co.uk  
*Healthy salads to go.*



**66 MILAN INDIAN CUISINE**  
93 Newhall St. B3 1LH  
milanindiancuisine.co.uk  
*Award winning Indian restaurant.*

**67 QUEEN'S ARMS**  
150 Newhall St. B3 1RY  
queensarmsbirmingham.co.uk  
*Great II listed pub built in 1870.*

**68 THE LOVE FOOD CO**  
194 Newhall St. B3 1SH  
thelovefoodco.com/  
*Streetfood café.*

**69 TIERRA**  
53 Frederick St. B1 3HS  
tierratacos.co.uk  
*Mexican restaurant serving tacos and margaritas*

**70 THE HIVE**  
43-47 Vittoria St.  
B1 3PE  
rmlt.org.uk/cafe-and-bakery  
*Organic café, craft workshops & exhibitions.*

**71 DIAMOND DEALER DIRECT**  
43 Warstone Ln B18 6JJ  
diamonddealerdirect.co.uk  
*Bespoke diamond jeweller.*

**72 DR SKIN MEDICAL AESTHETIC CLINIC**  
167 Warstone Ln B18 6NN  
drskinclinics.co.uk  
*Medical aesthetic clinic.*

**73 ESPRESSO QUARTER**  
166B Warstone Ln  
B18 6NN  
espressostation.co.uk  
*Independent coffee shop.*

**74 SAMSON GOLD**  
9 Vyse St. B18 6LT  
samsongold.co.uk  
*Bespoke diamond jeweller.*

**75 NEWEY'S JEWELLERS**  
118 Vyse St B18 6LP  
neweysjewellers.co.uk  
*Family run jewellers for over 40 years.*

**76 STANLEYS**  
113 Vyse St B18 6LP  
stanleysjewellers.co.uk  
*Family run jewellery retailer.*

**77 JQ DIAMONDS**  
112 Vyse St B18 6LP  
jqdiamonds.com  
*Shortlisted UK's best bespoke jeweller.*

**78 G H MOORE & SON**  
19 Vyse Street, B18 6LE  
ghmoore.co.uk  
*Family owned retail and manufacturing*

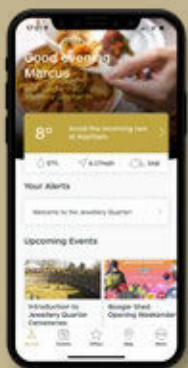
# BIRMINGHAM'S WINTER WONDERLAND

Whilst walking the window trail, you'll discover a unique community of designers, makers and independent retailers nestled amongst over 200 listed buildings. A place of making since the 18th century, the Quarter is a vibrant and bustling place to visit at Christmas.

With over 150 independent retailers, including jewellers, chocolatiers, and whisky shops, the Jewellery Quarter makes the ideal shopping destination for those unique Christmas gifts. And with bars, micro-breweries and traditional pubs mixing with street food cafes and fine dining restaurants, it's also that perfect brunch stop or alternative night out.

Of an evening, the Jewellery Quarter lights up with more than 100 jewellery themed Christmas lights on the lampposts and two Christmas trees towering to 30 feet. With an illuminated diamond ring and hanging lights on the Golden Square, the Quarter is a true winter wonderland to explore.

Download our app or visit **[discoverjq.co.uk](https://discoverjq.co.uk)**



*Discover  
Jewellery Quarter*



Search 'DiscoverJQ'  
or scan the code



## JEWELLERY QUARTER BUSINESS IMPROVEMENT DISTRICT

The Jewellery Quarter Business Improvement District (JQBID) is funded by local businesses and helps to provide a safe and welcoming environment for visitors. Raising the profile of this historic area, the JQBID run events throughout the year and delivers exciting projects.

For more information on the JQBID  
visit [www.jewelleryquarter.net](http://www.jewelleryquarter.net)



@JQBID



/JewelleryQtr



@jq\_bid

In aid of



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The printing of this trail is kindly sponsored by Sonny's Jewellers – an award-winning family-run business who've been making and selling diamond rings and bespoke jewellery for over 50 years.

*Sonny's*  
JEWELLERS

